



Wiring Device-Kellems

Hubbell helps Ford plant ramp up to build life-saving ventilators



Ford Motor Company is helping to save lives during the COVID-19 pandemic by establishing emergency manufacturing capacity at their Rawsonville Components Plant in Ypsilanti, Michigan, producing much needed ventilators—upwards of 50,000 of them—to assist in the care of victims of the virus.

To do so is a huge logistical challenge, one part of which is creating a temporary electrical power infrastructure to run all the needed equipment. Helping in that regard are electrical contractor Conti Electric and local product distributor Great Lakes Electric. One major component they require for jobs like this are Twist-Lock® plugs and connectors to safely and securely power all the portable machinery. The rub, however: they needed some 2800 of them. And, they needed them within days.

According to Bryan Pfeifer, Hubbell Senior Territory Manager, he had never seen an order of this magnitude and of this urgency in some three decades in the industry. And, he noted, he was proud and honored when the customer—long time purchasers of Hubbell’s robust Twist-Lock devices and aware that Hubbell was the originator and largest volume supplier of the Twist-Lock concept—told him personally that he knew that Hubbell was the only company that could help.

“My contact called and told me the scope of the order, and asked if we had the inventory,” said Pfeifer. “I checked, and was pleased that I could tell him ‘yes,’ and he said ‘I knew that if anyone could help us in this crisis, it would be Hubbell—I knew you would come through.’ We were all very proud of the confidence that they had in us.”

Of course, he notes, taking the order and actually delivering on time were two different things, and here is where Pfeifer believes that the Hubbell team really shined. He explained that the order specifically called for UPS Next Day Air, but when they looked into it, they found that a rush shipment of that weight would have to be split up, and would be very costly. Seeking a better way, Inside Sales Representative Joanna Powers in Shelton coordinated with our Arden Distribution Center to find a private company that would take the whole huge Twist-Lock order directly to the Ford plant. Working together, the team got the order out the door and to the customer in near real time—and at about one third of the cost.

“To say that our customer was delighted is an understatement. We helped them keep this urgent humanitarian job on track and did so with an eye on their needs and budget,” said Pfeifer.

“Hubbell’s service—as well as lessons learned in the effort—have established us even more strongly as this customer’s ‘go-to’ for future critical projects such as this, and we are glad to help anywhere we can.”

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